



350PPM

Capitalist Solutions to Climate Change

Information memorandum

The environmental incubator & business accelerator

Share issue details

COMPANY

350 PPM

COMPANY STRUCTURE

Limited company

SECTOR

Environmental incubator and accelerator

INVESTMENT DOMICILE

United Kingdom

SECURITY

Equity

CLASS OF SHARES

Ordinary full voting shares

VALUE OF FUNDRAISE

£500,000

EXIT

The company is listed on the JP Jenkins exchange

Important notice

The content of this document and any accompanying material (together the “IM”) has not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000. Reliance on this promotion for the purposes of engaging in any investment activity may expose an individual to significant risk of losing all of the property or other assets invested.

This communication is made by EnviraBoard Limited incorporated in England and Wales with company number 15730632 whose registered office is at International House, South Molton Street, London W1K 5QF (the “Company”). Any enquiries or requests for further information should be directed to the Company at International House, South Molton Street, London W1K 5QF.

This IM is exempt from the general restriction in section 21 of the Financial Services and Markets Act 2000 on the communication of invitations or inducements to engage in investment activity on the ground that it is made only to, only directed at and only available to the following types of person (and no other type of person should act upon it):

1. Persons having professional experience in matters relating to investment, namely ‘Investment professionals’ within the meaning of Article 19 of the Financial Services and Markets Act (Financial Promotion) Order 2005 (“FPO”):

a) an authorised person;

- b) an exempt person where the communication relates to a controlled activity which is a regulated activity in relation to which the person is exempt;
- c) any other person:
 - i. whose ordinary activities involve him in carrying on the controlled activity to which the communication relates for the purpose of a business carried on by him; or
 - ii. who it is reasonable to expect will carry on such activity for the purposes of a business carried on by him;
- d) a government, local authority (whether in the United Kingdom or elsewhere) or an international organisation;
- e) a person (“A”) who is a director, officer or employee of a person (“B”) falling within any of sub-paragraphs (a) to (d) where the communication is made to A in that capacity and where A’s responsibilities when acting in that capacity involve him in the carrying on by B of controlled activities.

Persons that do not have professional experience in matters relating to investments should not rely on this exemption, other than those persons to whom the below exemptions apply.

Important notice

2. 'High net worth individuals' within the meaning of Article 48 FPO, namely an individual who has completed and signed, within the period of twelve months ending with the day on which this communication is made, a statement of high net worth. The statement must confirm that one of the following statements applies to the individual:
 - a) They had, during the financial year immediately preceding the date on which the statement is signed, an annual income to the value of £170,000 or more.
 - b) They held, throughout the financial year immediately preceding the date on which the statement is signed, net assets to the value of £430,000 or more.
3. A person or entity believed on reasonable grounds to be a High Net Worth Company or a High Value Trust within the meaning of Article 49 FPO, namely:
 - a) A body corporate which has, or a member of the same group as an undertaking which has, a called-up share capital or net assets of not less than:
 - i. £500,000 (subject to the body corporate having more than 20 members or is a subsidiary undertaking of an undertaking with more than 20 members); or
 - ii. otherwise, £5million;
 - b) Any unincorporated association or partnership which has net assets of not less than £5 million;
 - c) A trust where the aggregate value of the cash and investments which form part of the trust's assets (before deducting the amount of its liabilities);
 - i. i. is £10 million or more; or
 - ii. ii. has been £10 million or more at anytime during the year immediately preceding the date on which the communication in question was first made or directed;
 - d) Any person ("A") whilst acting in the capacity of director, officer or employee of a person ("B") falling within any of paragraphs (a) to (c) where A's responsibilities, when acting in that capacity, involve him in B's engaging in investment activity.
4. Persons who are 'certified sophisticated investors' within the meaning of Article 50 FPO, namely a person:

Important notice

a) who has a current certificate in writing or other legible form signed by an authorised person to the effect that he is sufficiently knowledgeable to understand the risks associated with that description of investment; such a certificate is current if it is signed and dated not more than 3 years from the date of this IM; and

b) who has signed, within the period of twelve months ending with the day on which the communication is made, a statement in the following terms.

“I make this statement so that I am able to receive promotions which are exempt from the restrictions on financial promotion in the Financial Services and Markets Act 2000. The exemption relates to certified sophisticated investors and I declare that I qualify as such in relation to investments of the following kind: equity shares in private unquoted companies. I accept that the contents of promotions and other material that I receive may not have been approved by an authorised person and that their content may not therefore be subject to controls which would apply if the promotion were made or approved by an authorised person. I am aware that it is open to me to seek advice from someone who specialises in advising on this kind of investment.”.

5. Persons who are ‘self-certified sophisticated investors’ within the meaning of Article 50A FPO, namely an individual who has signed within the period

of twelve months ending with the day on which the communication is made, a statement in the terms required by Article 50A of the FPO which confirms that one of the following statements applies to the individual:

- a) They are a member of a network or syndicate of business angels and have been for at least six months prior to the date of the statement.
- b) They work or have worked in the two years prior to the date of the statement in a professional capacity in the private equity sector, or in the provision of finance for small and medium enterprises.
- c) They currently or have been in the two years prior to the date of the statement, a director of a company with a turnover of at least £1.6 million.

This IM has been prepared exclusively by the Company. It is being provided to a limited number of persons, each of whom is considered to be a legitimate recipient, solely as a guide for the purpose of giving background information to enable recipients to assess whether they wish to subscribe for shares in the Company.

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A message from our Chairman



I first became involved in the environmental evolution in 2007 as a Primary Carbon Developer for Tullet Prebon, which was then, the largest interdealer broker in the world.

I founded Carbon 350 after six months with TP and after a considerable struggle, we made a fortune.

The Kyoto Protocol effectively failed post 2012 and I founded 350 PPM Ltd the same year, with the ambition to incubate and accelerate young environmental businesses, although we really didn't get going until 2021.

Over the last years, we have developed our niche in the market and our modus operandi: effectively, we select one new client per year, attain 30% of the shareholding in the new business, taking ownership of 20% and keeping 10% back. We then provide all the services we can to our clients that either they don't want to do, aren't any good at, don't have any experience of or that we can do better. In all cases, the 350 PPM team works from within the client companies.

People ask me if I can scale 350 PPM, really meaning, can I take on more client companies and scale by volume or margin.

I have no interest in taking on more than one new client per

year and increasing our cash fees would affect the progress of our client companies.

My ambition, however, is to scale via the success of our clients. Please remember that we hold circa 20% of each company we are involved in. So, it's their success that really fuels our growth. It's the same process every time, with the same pitfalls and the same potential mistakes to make.

Over the last few years, we've expanded our team, to provide perfect incubation and acceleration conditions, services and support our nascent environmental clients. The value creation from these activities for 350 PPM will be extreme.

An investment in 350 PPM, encapsulates exposure to the whole environmental sector.

Please don't hesitate to come back to me directly with any questions.

Yours faithfully

A handwritten signature in dark ink, appearing to read 'Nicholas Dimmock', with a horizontal line underneath.

Nicholas Dimmock (BA MBA CASS)
Chairman, 350 PPM LTD

Our mission

Incubating and accelerating topflight early-stage environmental businesses with a view to attracting institutional funding for them within 24 months of our involvement.

To assist, by all capitalist means, in the reduction of CO₂ in the atmosphere to 350 parts per million (350 PPM) and to reduce CO₂e (carbon dioxide equivalents) to the same levels.

Our vision

Green investment opportunity

The green economy drives innovation in clean technologies, renewable energy sources, energy storage solutions, and sustainable materials, fostering technological advancement, job creation and economic growth, as well as climate resilience.

Countries are developing green economies to attract inward investment and foster global partnerships.

Trillions of dollars of investment are expected to flow into the green economy. The green economy is expected to become the single largest industrial sector.

The [London Stock Exchange Group \(LSEG\)](#) confirmed the green economy accounted for around 9.2% of global listed equity markets in the first half of 2023.

Over the last 10 years it has shown compound annual growth rate of 13.3%, significantly outpacing the 6.9% for global equity markets as a whole.

Research suggests 20% of revenues earned by listed companies will be 'green' by 2050.



The problem

In the UK there are 472 accelerators and incubators serving the needs of entrepreneurs. The vast majority are providing hot desks, meeting rooms and events, of those that do provide funding, generally they will take equity and have no operational involvement.

Very few have any focus on business development, business process or the investment needs of entrepreneurs.

A diverse range of talents are needed to accelerate a business's growth and however good the entrepreneurs are, they do not have all of the skillsets to accelerate their business beyond the idea stage.

Failed talent acquisition/churn is one of the key reasons for business failure in the UK. The operational costs to hire the necessary talent for a start-up are circa £400k a year before founders' drawings are taken into account.

Yet 350 PPM can provide all of these services under one performance related contract.

The solution

350 PPM's incubator and accelerator service focuses on the needs of the business in its early stage and accelerates a growth stage. 350 PPM takes start-ups and creates investible businesses. All members of 350 PPM's team join the client company and work within their business, supporting its development, operations and introductions to investors.

350 PPM has created a business model using this team-based approach, with each member of our team providing professional skills and experience, deployed uniquely in each business. We accelerate at no capital cost, in return for equity and success fees, aligning our objectives with the client.

Our business model also provides the scrutiny and oversight investors require throughout their investment journey.

Through acquiring shares in our client companies as of 2025, 350 PPM's AUM is circa £9.3m and this is growing in line with our clients' fortunes.

What we do

Working from within our clients' companies we deliver a diverse and extensive range of services to drive their business growth.

Our team becomes part of their team, often with a Board representative, aligning our objectives to ensure we can provide maximum value and expertise to achieve their business goals.

Our approach increases the bandwidth of our client companies with no additional fixed cost. Our processes are consistent with each business, adding experience to the entrepreneurial journey.



Our core services

- Assist in securing funding from a wide range of investors at key stages; including angel investors, family offices, venture capital funds, and institutional investors.
- Providing input on developing business plans.
- Acting as interim directors on client boards.
- Setting up boards of directors to give direction and provide corporate governance.
- Preparing Information Memoranda and other marketing material to support the fund raising.
- Accountancy and financial management.
- Sales, marketing, and PR campaigns to increase exposure of our clients with key audiences and other stakeholders.
- Utilising our established networks to recommend suitable professional service providers such as accountants and lawyers.
- Supporting clients with commercial contracts and negotiations with potential partners and suppliers.
- Administration of fundraises including; subscription bundles, trade ledgers, shareholder registers, client KYC and transaction settlement.
- General administration and support.
- Business development and venture building.

Some of our recent success stories



EnviraBoard have created superior, carbon negative building boards manufactured using secondary paper waste from the production of recycled paper.



Watch our video



ENG8 has developed the EnergiCell. A low energy catalysed fusion process that produces excess energy using only water or air as fuel.



Watch our video



Megawatt Mosaic has been formed to supercharge BESS (Battery Energy Storage Systems) and Solar deployment throughout Southern Europe.



Watch our video



O-Hx is the home of EnergiVault®, capable of storing and delivering vast amounts of thermal energy on demand to drive down the cost of cooling and provide infinitely scalable energy storage.



Watch our video

The team



Nicholas Dimmock
Chairman

As founder of our business, Nick is the visionary behind the 350 PPM concept and works with our board to deliver the strategy – to assist, by all capitalist means, in the reduction of CO₂ in the atmosphere to 350 parts per million by incubating and accelerating some of the world's most exciting early-stage environmental businesses. Having worked in the environmental sector since 2007, Nick also often takes on the role as Head of Investor Relations on behalf of our client companies.



Paul Vousden
Client Development

A successful entrepreneur turned business consultant, Paul's role is to seek out and bring new clients to 350PPM – identifying early-stage environmental businesses with the potential to make a significant impact in the fight against climate change. In addition to overall account management of our clients, he develops business plans and works with investors to secure funds for client growth and acceleration projects.



Alexandra Ellison
Head of Corporate Services

Using her excellent organisational and creative skills, Alex ensures the smooth operation of our administrative and office management functions. Her extensive experience in corporate financial institutions ensures her attention to detail, can-do approach and excellent client management skills help to support the whole team in the delivery of our wide range of client services to support company growth.



Amanda Jack
Investor Relations

With extensive experience in the investment banking sector and developing strong client relationships globally, Amanda is responsible for handling enquiries from shareholders and investors, as well as others who might be interested in investing in any of our client portfolio businesses.

The team



Jane Maher
Marketing

With more than two decades of experience in marketing, PR, media and digital, Jane leads both the strategic planning and operational delivery of marketing plans for 350 PPM and our client portfolio. Her expertise supports businesses to reach their growth potential through well-thought-out brand development and awareness raising campaign implementation.



Aleem Aftab
IT & Infrastructure

As a specialist in the Internet of Things and an expert IT engineer, Aleem delivers digital infrastructure support including the management of our Microsoft systems, web development and hosting, growth hacking strategies and the provision of secure data collections and management solutions across the business.



Aeron Jones
Video & Media

An award-winning videographer and multimedia creator, we rely on Aeron's skills and resources to support marketing and investor relations campaigns with engaging and compelling content that helps us to communicate the clients' proposition.



Colm Macqueen
Partnerships & funding support

Colm works on expanding our network of private funders as well as researching and connecting our clients with public funding and grant opportunities and incentives.

Disclaimers

Document updated on 11-04-2024.

The investment opportunities in this Information Memorandum are only available to persons who would be categorised as High Net Worth, Sophisticated or Professional Clients as set out in COBS 3.5 of the FCA Handbook¹.

Jurisdiction

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countries of their citizenship, residence or domicile.

Risk Warning

There are risks associated with the investments that are outlined in this document. Past performance is not a guarantee of future performance. The price of assets can go down as well as up and may be affected by many variables such as changes in rates of exchange and interest rates. An investor may not get back the amount invested. An investor may not receive any income distributions such as dividends. The investment opportunities may be illiquid and may involve long term investment horizons. Your capital is at risk if you invest.

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Section 21 Disclaimer and Waiver

The content of this Information Memorandum by 350 PPM Ltd (the “Company”) and the documents, comments and information contained within it (together the “Pitch”) are the responsibility of the Company.

Investment in the Company may expose the individual concerned to a significant risk of losing all the money or other assets invested.

Exemption

The Pitch is exempt from the general restriction (in section 21 of the Act) on the communication of invitations or inducements to engage in investment activity on the grounds that it is made to persons who are exempt from the general restriction, by virtue of Articles 43, 48 or 50A of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, or who are otherwise exempt. Any recipient of the Pitch who does not qualify under the terms of the above exemptions must not view the Pitch, must return the Pitch documents to the Company immediately and should not read or act upon any of the information contained within it.

The Pitch does not constitute an offer of or an invitation to subscribe for securities to the public that would otherwise be required to comply with the Prospectus Regulations 2005. No public offer in any jurisdiction is being made by the Pitch. The Pitch is primarily intended for release in the United Kingdom and does not constitute an offer, or the solicitation of an offer, in relation to shares in any jurisdiction in which such offer or solicitation is unlawful.

Confidentiality

The Pitch has been prepared exclusively by the Company. It is being provided to a limited number of persons, each of whom is considered to be a legitimate recipient, solely as a guide for the purpose

of giving background information to enable recipients to assess whether they wish to place an order to subscribe for shares in the Company. The information and opinions contained within the Pitch are strictly confidential and are being made available only to parties who agree to keep them confidential. Neither the Pitch nor any part of it may be copied, published, disclosed, reproduced or distributed to any person at any time without the prior written consent of the Company, and shall not be used for any purpose other than in connection with the proposed investment in the Company. By accepting the Pitch, you are deemed to undertake and warrant to the Company that you will keep it confidential. You agree to indemnify the Company against any losses incurred by the Company as a result of any unauthorised disclosure, and to return on demand, the Pitch and any related documents or information to the Company.

Enterprise Investment Scheme (EIS)

No representation or warranty is given as to the availability of EIS relief/reliefs. Since the requirements to fall within the EIS must be monitored all the time it is possible that if the requirements are met today, they might not be tomorrow. The management believe the company qualifies today and will use all reasonable endeavours to ensure the company qualifies in the future for the three years necessary for EIS investors to attain and sustain their EIS reliefs, but this cannot be guaranteed. Investors should be aware that their capital is at risk and that tax treatment may vary.

Subscription documents are available on request. Minimum subscription £10,000.



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Incubating and accelerating environmental breakthroughs.

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